

AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims, in which claim 57 has been canceled without prejudice or disclaimer, claims 1, 9 through 12, 15, 16, 24, 25, 30, 54, 56, 58 through 64 have been amended, and new claims 65 through 83 have been added.

1. (Currently Amended) A system comprising:

a plurality of terminals;

a service platform configured to:

establish a connection between a wireless communication terminal and the service platform

running an on-line gaming service, the on-line service transmitting a gaming content to

the wireless communication terminal,

transmit, during a game, a gaming-event-related predefined message selected at the wireless

communication terminal to at least another one terminal, the gaming-event-related

predefined message being automatically modified to be transmitted from the service

platform to the at least another one terminal based upon a presenting capability of the at

least another one terminal, the gaming event being triggered by game playing interaction

taken through the wireless communication terminal and the at least another one terminal

during the game,

receive a user selection, from the wireless communication terminal, of electronically

transmitting the gaming-event-related predefined message to at least one address, and

electronically transmit the gaming-event-related predefined message to the at least one

address.

~~run an on-line gaming service for providing a gaming content, by:~~

providing for transmission of the gaming content to at least one terminal via a network; and
providing along with the transmitted gaming content of at least one event-related predefined
message to the at least one terminal, the event-related predefined message being
generated independently of the gaming content by automatically identifying an event that
occurs during the on-line gaming service, and the event-related predefined message also
being automatically modified to be transmitted from the service platform as requested by
the at least one terminal to at least another one terminal based upon a presenting
capability of the at least another one terminal; and
the at least one terminal configured to:
receive the gaming content and the at least one event-related predefined message from said
service platform through the network, the at least one terminal;
enable selecting, by a user of said at least one terminal, whether to transmit one or more of
the provided at least one event-related predefined message from said at least one terminal;
and
when the user of said at least one terminal selects to transmit one or more of the provided at
least one event-related predefined message, transmit the selected one or more of the
provided at least one event-related predefined message to at least one address selectable
by the user of said at least one terminal.

2. - 8. (Canceled)

9. (Currently Amended) [[The]] A system of claim [[4]]1, wherein at least one of the
wireless communication terminal and the at least another one terminal is a mobile phone.

10. (Currently Amended) [[The]] A system of claim 1, wherein at least one of the wireless communication terminal and the at least another one terminal comprises a dedicated button to be activated by [[the]] a user of the at least one terminal to cause one or more of the ~~provided~~ at least one gaming-event-related predefined message to be transmitted to the at least one address selectable by the user of the at least one terminal.

11. (Currently Amended) [[The]] A system of claim 1, wherein at least one of the wireless communication terminal and the at least another one terminal comprises an indicator to be displayed to indicate that the ~~provided~~ at least one gaming-event-related predefined message is available for selection.

12. (Currently Amended) [[The]] A system of claim 1, wherein the at least one gaming-event-related predefined message comprises an automated message that is sent automatically to the at least one address selectable by the user of at least one of the wireless communication terminal and the at least another one terminal when at least one condition of the gaming content matches any of a predefined criteria.

13. - 14. (Canceled)

15. (Currently Amended) [[The]] A system of claim 1, wherein the at least one gaming-event-related predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

16. (Currently Amended) A method comprising:

~~providing for~~ causing, at least in part, connection of a wireless communication terminal to a
service platform running an on-line gaming service, the on-line service transmitting a
gaming content to the wireless communication terminal;

~~providing~~ causing, at least in part, transmission, during a game, a[[n]] gaming-event-related
predefined message [[to]] selected at the wireless communication terminal to at least
another one terminal, the message being generated independently of the gaming content,
and the gaming-event-related predefined message [[also]] being automatically modified
to be transmitted from the service platform ~~as requested by the terminal to the~~ at least
another one terminal based upon a presenting capability of the at least another one
terminal, the gaming event being triggered by game playing interaction taken through the
wireless communication terminal and the at least another one terminal during the game;

~~providing for receipt~~ causing, at least in part, reception of a user selection, at the service
platform from a user of the wireless communication terminal, whether to transmit the
provided of electronically transmitting the gaming-event-related predefined message to at
least one address; and

~~following receipt of the selection to transmit~~ causing, at least in part, electronic transmission
the ~~provided gaming-event-related predefined message, transmitting the provided event-~~
~~related predefined message from the terminal from the service platform to the~~ at least one
address selectable by a user of the terminal.

17. - 23. (Canceled)

24. (Currently amended) ~~[[The]]~~A method of claim ~~[[23]]~~ 16, further comprising: receiving a predefined criteria, and generating or selecting the gaming-event-related predefined message based upon the predefined criteria.

25. (Currently Amended) ~~[[The]]~~A method of claim ~~[[19]]~~ 16, wherein at least one of the wireless communication terminal and the at least ~~one other~~ another one terminal is a mobile phone.

26. - 29. (Canceled)

30. (Currently Amended) ~~[[The]]~~A method of claim 16, wherein the gaming-event-related predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

31. - 53. (Canceled)

54. (Currently Amended) ~~The system~~ An apparatus of claim 1, wherein the gaming-event-related predefined message is automatically modified based on an identity of the gaming content and an identity of a source of the gaming content.

55. (Canceled)

56. (Currently Amended) ~~[[The]]~~ A system of claim 1, wherein the gaming event occurs during ~~[[a]]~~ the game and includes at least one of a capture, a beat, a hit, ~~[[,]]~~ and a kill, ~~seeing an~~ opponent, ~~and entering a place by a player~~.

57. (Canceled)

58. (Currently Amended) ~~[[The]]~~ A system of claim 1, wherein said service platform is configured to automatically attach~~[[es]]~~ a web link of the on-line gaming service to the at least one gaming-event-related predefined message, prior to sending out the at least one gaming-event-related predefined message therefrom.

59. (Currently Amended) ~~[[The]]~~ A system of claim 1, wherein said service platform is configured to receive~~[[s]]~~ from at least one of the wireless communication terminal and the at least another one terminal a~~[[n]]~~ gaming-event-related predefined message attached with ~~an issue that is encountered when consuming the interactive content and needs to be addressed~~ a question for gaming moves with respect a current situation in the game,

~~[[sends]]~~ transmit an automated response to the issue question to the at least one terminal,
and
charge~~[[s]]~~ a user of the at least one terminal a fee specific for the response.

60. (Currently Amended) ~~[[The]]~~ A system of claim 59, wherein said service platform is configured to prompt~~[[s]]~~ the user to send the gaming-event-related predefined message attached with the issue question or causes the gaming-event-related predefined message attached with the issue question ~~to be sent~~.

61. (Currently Amended) ~~[[The]]~~A method of claim ~~[[19]]~~ 16, further comprising:
automatically attaching a web link of the on-line gaming service to the at least one gaming-event-related predefined message, prior to sending out the at least one gaming-event-related predefined

~~message therefrom wherein said service platform receives from the at least one terminal an event-related predefined message attached with an issue that is encountered when consuming the interactive content and needs to be addressed;~~

~~sends an automated response to the issue to the at least one terminal, and~~

~~charges a user of the at least one terminal for the response.~~

62. (Currently Amended) ~~[[The]]~~A method of claim ~~[[19]]~~ 16, ~~wherein said service platform receives~~ further comprising: causing, at least in part, reception from at least one of the wireless communication terminal and the at least another one terminal a~~[[n]]~~ gaming-event-related predefined message attached with an issue that is encountered when consuming the interactive content and needs to be addressed a question for gaming moves with respect a current situation in the game,

~~[[sends]]~~ causing, at least in part, transmission of an automated response to the ~~issue~~ question to the at least one terminal, and

~~charges~~ charging a user of the at least one terminal a fee specific for the response.

63. (Currently Amended) ~~[[The]]~~A method of claim ~~[[19]]~~ 16, ~~wherein said service platform prompts~~ further comprising: causing, at least in part, prompting the user to send the gaming-event-related predefined message attached with the issue question or ~~causes~~ causing, at least in part, attaching the gaming-event-related predefined message attached with the issue question ~~to be sent.~~

64. (Currently amended) A computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause a ~~service-platform~~ an apparatus to at least perform the following steps:

establishing a connection between a wireless communication terminal and the service platform that includes the apparatus and runs an on-line gaming service, the on-line service transmitting a gaming content to the wireless communication terminal;

transmitting, during a game, a gaming-event-related predefined message selected at the wireless communication terminal to at least another one terminal, the gaming-event-related predefined message being automatically modified to be transmitted from the service platform to the at least another one terminal based upon a presenting capability of the at least another one terminal, the gaming-event being triggered by game playing interaction taken through the wireless communication terminal and the at least another one terminal during the game;

receiving a user selection, from the wireless communication terminal, of electronically transmitting the gaming-event-related predefined message to at least one address; and electronically transmitting the gaming-event-related predefined message to the at least one address.

~~transmitting a gaming content to a terminal thereby running an on-line gaming service;~~

~~providing an event-related predefined message to the terminal, the message being generated independently of the gaming content;~~

~~automatically modifying the event-related predefined message to be transmitted from the service platform as requested by the terminal to at least another one terminal based upon a presenting capability of the at least another one terminal;~~

~~receiving a selection, from a user of the terminal, whether to transmit the provided event-related predefined message; and~~
~~following receipt of the selection to transmit the provided event-related predefined message, transmitting the provided event-related predefined message from the terminal to at least one address selectable by a user of the terminal.~~

65. (New) A computer-readable storage medium of claim 64, wherein the apparatus is caused to further perform:

scanning for a gaming event matching one or more game-related predefined criteria; and transmitting during the game a gaming-event-related predefined message to the wireless communication terminal or for the wireless communication terminal to at least another one terminal, when the gaming event matches the one or more game-related predefined criteria.

66. (New) A system of claim 1, wherein the at least one address includes a predetermined address provided by the service platform.

67. (New) A system of claim 1, wherein the at least one address includes an address of the service platform.

68. (New) A system of claim 1, wherein the at least one address includes an address of a terminal different from the wireless communication terminal and the at least another one terminal.

69. (New) A system of claim 1, wherein the service platform is configured to:
scan for a gaming event matching one or more game-related predefined criteria; and
transmit during the game a gaming-event-related predefined message to the wireless
communication terminal or for the wireless communication terminal to at least another
one terminal, when the gaming event matches the one or more game-related predefined
criteria.

70. (New) A method of claim 16, further comprising:
scanning for a gaming event matching one or more game-related predefined criteria; and
causing, at least in part, transmission during the game a gaming-event-related predefined
message to the wireless communication terminal or for the wireless communication
terminal to at least another one terminal, when the gaming event matches the one or more
game-related predefined criteria.

71. (New) An apparatus comprising:
at least one processor; and
at least one memory including computer program code,
the at least one memory and the computer program code configured to, with the at least one
processor, cause the apparatus to perform at least the following,
establish a connection between a wireless communication terminal and a service platform
that includes the apparatus and runs an on-line gaming service, the on-line service
transmitting a gaming content to the wireless communication terminal;
transmit, during a game, a gaming-event-related predefined message selected at the wireless
communication terminal to at least another one terminal, the gaming-event-related

predefined message being automatically modified to be transmitted from the service platform to the at least another one terminal based upon a presenting capability of the at least another one terminal, the gaming event being triggered by game playing interaction taken through the wireless communication terminal and the at least another one terminal during the game;

receive a user selection, from the wireless communication terminal, of electronically transmitting the gaming-event-related predefined message to at least one address; and electronically transmit the gaming-event-related predefined message to the at least one address.

72. (New) An apparatus of claim 71, wherein at least one of the wireless communication terminal and the at least another one terminal is a mobile phone.

73. (New) An apparatus of claim 71, wherein at least one of the wireless communication terminal and the at least another one terminal comprises a dedicated button to be activated by the user of the at least one terminal to cause one or more of the at least one gaming-event-related predefined message to be transmitted to the at least one address selectable by the user of the at least one terminal.

74. (New) An apparatus of claim 71, wherein at least one of the wireless communication terminal and the at least another one terminal comprises an indicator to be displayed to indicate that the at least one gaming-event-related predefined message is available for selection.

75. (New) An apparatus of claim 71, wherein the at least one gaming-event-related predefined message comprises an automated message that is sent automatically to the at least one address selectable by at least one of the wireless communication terminal and the user of the at least another one terminal when at least one condition of the gaming content matches any of a predefined criteria.

76. (New) An apparatus of claim 71, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

77. (New) An apparatus of claim 71, wherein the apparatus is further caused to automatically attach a web link of the on-line gaming service to the at least one gaming-event-related predefined message, prior to sending out the at least one gaming-event-related predefined message therefrom.

78. (New) An apparatus of claim 71, wherein the apparatus is further caused to receive from at least one of the wireless communication terminal and the at least another one terminal a gaming-event-related predefined message attached with a question for gaming moves with respect a current situation in the game,
transmit an automated response to the question to the at least one terminal, and
charge a user of the at least one terminal a fee specific for the response.

79. (New) An apparatus of claim 78, wherein the apparatus is further caused to prompt the user to send the gaming-event-related predefined message attached with the question or cause the gaming-event-related predefined message attached with the question.

80. (New) An apparatus of claim 71, wherein the at least one address includes a predetermined address provided by the service platform.

81. (New) An apparatus of claim 71, wherein the at least one address includes an address of the service platform.

82. (New) An apparatus of claim 71, wherein the at least one address includes an address of a terminal different from the wireless communication terminal and the at least another one terminal.

83. (New) An apparatus of claim 71, wherein the apparatus is further caused to:
scan for a gaming event matching one or more game-related predefined criteria; and
transmit during the game a gaming-event-related predefined message to the wireless communication terminal or for the wireless communication terminal to at least another one terminal, when the gaming event matches the one or more game-related predefined criteria.